

ABSTRACT

A system and method for advertising on a subscriber terminal. A server may send an advertising authorization request to the subscriber terminal. The advertising authorization request may comprise options that a user may select for accepting or rejecting an advertisement to be sent to the subscriber terminal. If the subscriber terminal accepts the advertisement, the server or subscriber terminal may wait for one or more triggering events to occur. The triggering events may include the subscriber terminal being idle, substantially stationary, and/or a specific time of day. Upon occurrence of the one or more triggering events, the subscriber terminal may display the advertisement on its display screen.